

## **REMARKS/ARGUMENTS**

Applicant thanks Examiner for the detailed Office Action dated January 31, 2007. In response to the issues raised, the Applicant offers the following submissions and amendments.

### **Amendments**

Claim 1 has been cancelled in favor of new claim 17. New claim 17 highlights the features distinguishing the present invention from the cited art, in particular, the ability of the user to remove and replace the cartridge. This is described in detail in the section of the specification sub-titled "Print Cartridge".

The dependency details of claims 2, 3, 4 and 6 have been amended to new claim 17.

Accordingly, the amendments do not add any new matter.

### **Claims - 35 U.S.C. §102**

Claims 1, 2 and 4 to 7 stand rejected for lack of novelty in light of US 6,443,555 to Silverbrook.

Claim 1 has been cancelled and the invention recast in newly presented claim 17. New claim 17 clarifies that the cartridge has a pagewidth printhead in fluid communication with a printing fluid storage housed in the casing. The casing is configured to allow the user to remove the cartridge and replace it when necessary. The plain meaning of the term cartridge is a single or unitary component for use in a larger device. The ordinary worker reading claim 17 in the context of the specification as a whole would readily understand that 'user removal and replacement of the cartridge' restricts the claim to arrangements that simultaneously remove and replace the entire pagewidth printhead and the printing fluid housed in the casing as a single component.

In the '555 reference, the wide format printer has a series of printhead modules that individually mount to the support structure. It feeds ink from the ink cartridges to the print heads via the support. However, '555 does not disclose a casing that is configured for user removal and replacement of the entire printhead together with the ink storage.

Accordingly, the cited reference does not teach all the elements of claim 17 and hence it fails to support a §102 rejection. As claims 2, 4, 5, 6 and 7 depend from claim 17, they are also novel in light of the '555 disclosure.

### **Claims - 35USC§103**

Claim 3 stands rejected as obvious in light of US 6,443,555, in view of US 6,439,908 to Silverbrook.

Claim 3 now depends from new claim 17 and hence imports all its features. The '908 disclosure also fails to teach a casing that is configured for user removal and replacement of the entire printhead together with the ink storage. As both citations fail to teach all the elements of claim 3, they do not support a §103 rejection.

Claims 8-10 stand rejected as obvious in light of '555 in view of US 6,281,912 to Silverbrook at al. Claims 11-16 stand rejected as obvious in light of '555 in view of US 6,281,912 to Silverbrook at al in further view of US 6,557,976 to McElfresh.

None of the cited references disclose a cartridge with casing configured for user removal and replacement of a pagewidth printhead together with the ink storage. Accordingly, the citations do not support a §103 rejection of any of the dependent claims.

It is respectfully submitted that the Examiner's rejections have been successfully traversed and the application is now in condition for allowance. Accordingly, favorable reconsideration is courteously solicited.

It is respectfully submitted that all of the Examiner's objections have been successfully traversed. Accordingly, it is submitted that the application is now in condition for allowance. Reconsideration and allowance of the application is courteously solicited.

Very respectfully,

Applicant:



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